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June 3, 2016

TO: Each Supervisor

FROM: David Dijkstra 
Deputy Director, Operations Support Bureau

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE AMENDMENT NUMBER 3 TO MASTER AGREEMENT WORK ORDER NUMBER PH-002440-W1 WITH FRASER/WHITE INC., DBA FRASER COMMUNICATIONS FOR THE PROVISION OF MEDIA SERVICES**

This is to notify you that I am exercising the delegated authority approved by your Board on April 14, 2015 to execute an amendment to Master Agreement Work Order (MAWO) Number PH-002440-W1 with Fraser/White, Inc., dba Fraser Communications (Fraser Communications) that extends the term for one year, through June 30, 2017, at an annual maximum obligation not to exceed \$900,000, contingent upon the availability of funding and contractor performance, subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office.

On April 14, 2015, your Board authorized the execution of MAWO Number PH-002440-W1 with Fraser Communications for media services in the amount of \$2,045,000, effective April 14, 2015 through June 30, 2016, fully offset by Los Angeles County Children and Families First – Proposition 10 Commission (First 5 LA) funding, to provide media services for the Department of Public Health's (DPH) Early Childhood Obesity Prevention Initiative (ECOPI) project. The ECOPI project is a community-based public education, skills-building, and environmental change project promoting physical activity and healthy eating among the nearly one million Los Angeles County children ages 0-5, their families, and postpartum women.

Under the delegated authority referenced above, I will execute Amendment Number 4 to MAWO Number PH-002440-W1 with Fraser Communications, to extend the term effective July 1, 2016 through December 31, 2016 in the amount of \$650,000; 100 percent offset by First 5 LA funding.

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Amendment Number 4 will allow Fraser Communications to continue to conduct media activities for the ECOPI project. During the extension period, Fraser Communications will continue to: 1) design and implement a Countywide and targeted social and traditional media campaign on screen time and promotion of physical activity; 2) maintain the web application for ChooseHealthLAMoms.com; 3) develop content for existing websites, online resources, and any social media applications as necessary; and 4) provide strategic advisement for all communication and media activities for the ECOPI project.

County Counsel has reviewed and approved Amendment Number 4 as to form and this delegated authority action.

If you have any questions or require additional information, please let me know.

DD:vt
#03620

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors